

SANTA ANA DISTRICT NEWSLETTER

inform · educate · connect

May Vol. 3, Num. 3

In This Issue

KTTLA's Lynette Romero To Emcee SBW Awards!

SBA And Google Partner

ETAP Series Update

Doing Business Globally

8(a) Program Update

Outreach Team Update

Speed Dating With TriTech

Computer Security Workshop

SBA At RES 2010

Lender Training

In Every Issue

About the SBA

Santa Ana District Office

Press Releases

Lender Rankings

Orange County SBDC

KTTLA's Lynette Romero To Emcee 47th Annual Small Business Week Awards



Lynette Romero, Small Business Week emcee

We are pleased to announce that Emmy Award-winner [Lynette Romero](#), will serve as the emcee of the [47th Annual Small Business Week Awards](#) luncheon on June 2nd at the Embassy Suites - Anaheim South in Garden Grove.

Romero brings extensive news experience to her role as enterprise reporter and anchor to [KTTLA News](#).

She joined KTLA in 1999 as a general assignment reporter and from 2000 to 2004, was co-anchor for "KTTLA Prime News" where she, along with her news colleagues, received a prestigious Golden Mike Award from The Radio & Television News Association of California for best 60-minute evening newscast.

She is an Advisory Board member for the University of Colorado School of Journalism and Mass Communications and teaches a reporting and anchor class for UCLA Extension.

Romero is also co-host of the Emmy Award-winning KTLA public affairs program "Making It: Minority Success Stories."

The Small Business Week Awards luncheon is an opportunity for the community to gather and celebrate the accomplishments of some of the region's best and brightest small business owners and advocates. It is also an excellent place to network with leaders from around the region.

Registration begins at 10:30 a.m., doors open at 11:30 a.m. and the luncheon and awards presentation is expected to wrap up around 2:00 p.m.

Inland Empire
SBDC

Click [here](#) to register for the event!

Tritech SBDC

Click [here](#) to see a list of this year's honorees.

Orange
County
SCORE

Small businesses are major contributors to the strength of the American economy. More than half of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21st century jobs and increase U.S. competitiveness.

Inland Empire
SCORE

Every year since 1953, the President of the United States has proclaimed [National Small Business Week](#) to recognize the contributions of small businesses to the economic well-being of America. As part of National Small Business Week, SBA's Santa Ana District Office recognizes this special impact made by outstanding entrepreneurs and small business owners.

Coachella
Valley
SCORE

SBA And Google Partner

Institute for
Women
Entrepreneurs

Last week, the U.S. Small Business Administration and Google announced a new partnership and unveiled "[Tools for Online Success](#)," an array of online resources and training designed to help small business owners harness technology to grow their businesses.

Inland Empire
WBC

Coachella
Valley WBC

The "Tools for Online Success" site (<http://www.google.com/help/sba>) features tutorials, video testimonials, and tips from savvy small business people who have leveraged the web to become more efficient, more cost-effective, and more successful.

"The SBA is pleased to partner with Google to put these important tools in the hands of small businesses across the country," said SBA Administrator Karen Mills. "As the web evolves and consumers adapt accordingly, we know that more customers are finding traditional 'Main Street' businesses online. With these tools for online success, we can ensure these small businesses reach new markets and customers so they can continue to create jobs."

"One fifth of searches on Google are related to location, which shows that people are looking to the Internet to make decisions about where to go and what to do in their daily lives," said John Hanke, Vice President of Product Management, Google. "We want to connect our users with the businesses that provide the goods and services they need, but the first step is for those businesses to have an online presence. We're excited to team up with the SBA to make that process easier for business owners across the country."

Google and the SBA unveiled the partnership during a forum held yesterday at the SBA's national headquarters in Washington, D.C., and broadcast live online to press and small business owners across the country.

Susan Holt, Principal and Owner of [CulinAerie](#), a recreational cooking school in downtown D.C., shared her experiences working with the SBA and explained how she has used online tools like Google Places and Search Engine Optimization (SEO) to attract more aspiring cooks.

Holt is just one of the many small business owners from across the country who are sharing how they've used online tools to reach new customers. Many are featured in the video testimonials found at the "[Tools for Online Success](#)" site. Each video documents the unique success stories that these small businesses have created using online technology.

ETAP And Accessing The Export Market

Story by Doug Dare, SBA, Business Development Specialist

Every year, the [Santa Ana District Office](#) partners with local government and non-government organizations to present an Export Trade Assistance Partnership (ETAP) program. Through this program, participants learn about exporting as a business strategy and are instructed how to use the

tools and resources available to become successful. This year, our office is partnering with the [U.S. Commercial Service](#) and the [Irvine Chamber of Commerce](#) to bring a variety of classes that can be attended either standalone or as a series. These classes include researching your markets; market entry strategies and distribution channels; pricing your products & export shipping; legal aspects of international trade; international sales and promotion; and financing international transactions.

Each ETAP session features between two to four speakers that are subject area experts. One of the featured speakers in this series is Brian Peck, who spoke at length on the topic of intellectual property law. In addition to his private law practice, Mr. Peck is an adjunct professor of international trade policy at USC Gould School of Law, and is formerly the Senior Director for Intellectual Property at the Office of the U.S. Trade Representative from 2003-2005. Another featured speaker is Brad Holt, who is the managing director of HSI, LLC, which provides consulting, trade and investment due diligence, and is also an instructor at UC Irvine's Global Operations Management program. Angelo Farro spoke about building an international business plan as well; Mr. Farro previously was the CEO of an international business in the aerospace industry before retiring and becoming a consultant with the [Orange County Chapter of SCORE](#). In addition to the decades of practical experience that each presenter possesses, they are all tireless advocates and promoters of international trade and have a genuine interest in helping companies realize the impact their product or service can have in foreign markets.

Throughout the series, assistance is offered to prospective exporters, which ranges from free one-on-one counseling and mentoring from members of SCORE and the District Export Council to interns recruited from local colleges and universities with foreign language competencies. Our office follows up with graduates of the program six months and one year later to discuss whether they've put the knowledge they have gained into play, which resources they found the most helpful, and if not, what resources they need to export successfully. A glimpse of the companies participating in the current ETAP series include an architectural services firm, a construction products manufacturer, a maker of retail end-cap displays, a custom motorcycle manufacturer, a manufacturer of water filtration systems, in addition to several students from local colleges and a few individuals that have not yet started a business.

In our modern world, the traditional barriers to entry for potential export are minimized. International travel has never been easier, and with the proliferation of high-speed broadband, information travels freely between borders. Companies that are eager to export realize that a large portion of the world's purchasing power lies outside of the United States.

To learn more about the final session of this particular ETAP series, or to learn about upcoming ETAP series, contact Doug Dare at douglas.dare@sba.gov or 714.560.7467 or Paul Smith at paul.smith@sba.gov or 714.560.7448.

Here are some pictures from the SBA/Irvine Chamber/DOC ETAP series:



ETAP participants received a tour of the Port of Long Beach, the second-busiest port in the nation, from Marketing Manager Ken Uriu



Participants listen to one of the high quality ETAP speakers

Doing Business Globally

Reprinted from SBA's Washington, D.C. Office

Many small businesses think they aren't large enough to compete in the world marketplace. In fact, 97 percent of all exporters are small businesses. In today's highly competitive and ever-changing global business environment, to grow your business, you need to think not only outside the box, but outside the borders as well.

The president's [National Export Initiative](#) is encouraging and supporting small businesses to grow their businesses, and U.S. jobs, by going where nearly 96 percent of the customers are- outside the U.S. Two-thirds of the world's purchasing power is in foreign countries. Luz Hopewell, director of the U.S. Small Business Administration's Office of International Trade, said "Small businesses have a great opportunity to boost sales and profit by exporting, and that will lead to more American jobs and growth."

The advantages of exporting include the competitive edge for high-quality, innovative U.S. goods and services; an increase in purchasing power in foreign markets resulting from a decline in the exchange rate; reduced dependence on the domestic market; stabilized seasonal market and sales fluctuations; and a reduction in trade barriers.

The SBA and other government agencies provide specific export counseling and training programs; will help you identify foreign markets; and can assist with export financing and credit insurance.

The SBA has three exporting loan programs for small business exporters. The [Export Working Capital Program](#) can be used to help meet the needs of small business owners filling orders from overseas buyers. SBA and its network of lending partners can help support client growth, accommodate needs and increase competitive advantage.

SBA's [Export Express](#) finances loans and lines of credit up to \$250,000, and delegates the credit decision to the lender. Participating lenders can use their own forms and procedures and negotiate either a fixed or variable interest rate. The SBA provides a 36-hour turnaround on all Export Express submissions.

The [International Trade Loan Program](#) offers term loans to businesses that plan to start or continue exporting or that have been adversely affected by competition from imports. The program offers borrowers a maximum SBA-guaranteed portion of \$1.75 million. Funds may be used for the acquisition, construction, renovation, modernization, improvement or expansion of long-term fixed assets or the refinancing of an existing loan used for these same purposes.

SBA, the U.S. Commerce Department and the U.S. Export Bank are co-located in many local communities at the one-stop U.S. Export Assistance Centers.

For more information on SBA's exporting loan programs go to www.sba.gov/international or contact Martin Selander at martin.selander@sba.gov or 949.660.1688 ext. 15.

For more information on how SBA and our government partners can help you take your business global, go to www.sba.gov, www.export.gov or call 1-800-USA-TRADE.

8(a) Business Development Program Update

Story by Karen Burgess, SBA Lead 8(a) Business Development Specialist

Contracting Officers Visits

Members of the Santa Ana District's [8\(a\)](#) department visited March Air Reserve Base and 29 Palms Marine Corps Base in March to update contracting officers on the 8(a) program and other government contracting initiatives and to promote the capabilities of the firms in the 8(a) program. This annual outreach activity fosters positive relationships with local buying activities and results in greater awareness of the district's 8(a) firms.

8(a) Firm Training

The 8(a) Department recently hosted a 7(j) training workshop called ***Developing Winning Cost Proposals***. 7(j) training is an entrepreneurial development component of the 8(a) program. 7(j) training is reserved for 8(a) and HUBZone certified firms and other small, disadvantaged businesses.

The workshop was designed to help business owners that are seeking to successfully compete as offerors for negotiated procurements. The workshop covered the basics of developing a winning cost proposal and delved into what it takes to be successful in a highly competitive acquisitions environment.

Potential 8(a) Firm Workshop

[Karen Burgess](#), Lead Business Development Specialist, conducted the first in a series of 8(a) application workshops geared toward educating and informing potential 8(a) clients. This is a comprehensive class covering, but not limited to, requirements, application process, compliance, and benefits of the program. The next class is scheduled for June 29th. [Contact Karen](#) if you are interested in attending.

Outreach Team Update

Story by Jill Andrews, SBA Lead Business Development Specialist

Outreach Team members Sylvia Gutierrez, Paul Smith, Doug Dare and Christopher Lorenzana have had a busy two months conducting outreach activities to the three counties in the Santa Ana District.

Export Trade Assistance

A second series of Export Trade programs are in the process of being conducted with the Irvine Chamber and the Department of Commerce. This project was planned and organized by Paul Smith and Doug Dare. See the article by Doug in this newsletter for more information.

Veteran Outreach

Veteran Outreach included participating in the 29 Palms Marine Corps Base Career Fair and providing seminars for military personnel who were ending their tours of service to our country. Doug Dare represented the Santa Ana District Office.

City Outreach

SADO team members Sylvia Gutierrez and Doug Dare joined Riverside County agencies and organizations in Perris for a small business event and conducted a similar program in Temecula in April.

Hi-Tech Outreach

Jill Andrews, Lead Business Development Specialist, participated in *Catch the Wave*, an innovative program presented by [TriTech SBDC](#). Read the article in this newsletter for more information.

Upcoming Events

Plans are underway for a large small business fair offering free seminars and workshops with the

Greater Riverside Chamber of Commerce on May 25th; a large matchmaking and trade show with the City of Cypress Economic Development Department on June 24th, multi-counties Veteran's Expo on Sept 14 and our third Faith-Based Summit in October.

Speed Dating Format Spices Up TriTech Small Business Workshop

Story by TriTech SBDC



(L to R): Nicholas Yocca hands \$1,000 check to 1st place winner, James Pittman

Small business owners and entrepreneurs met with potential investors at the **"Catch the Wave"** workshop April 21, sponsored by the [TriTech Small Business Development Center](#), an SBA-funded entrepreneurial development program hosted by the Riverside Community College District.

Keynote speaker Dr. John Tillquist, dean of Economic Development and Community Education for RCCD, spoke about positioning a business for rapid growth. A panel of seasoned executives discussed innovative solutions to overcoming obstacles to growth and profitability.

Attendees had the opportunity to meet face-to-face with 20 members of the Inland Empire Tech Coast Angels, venture capitalists, and other private and equity investors during the speed dating segment of the workshop.

Four entrepreneurs were selected from the speed dating segment to present their companies and vie for the approval of risk-adverse investors similar to the reality TV series *Shark Tank*.

The 1st place winner, James Pittman, from Pittman Outdoor Products walked away with \$1,000 in cash donated by the Yocca Law Firm and a service package from contributing sponsors valued at over \$15,000.

"If you're looking to grow your business and raise angel funding, this is a wonderful opportunity to see and understand how investors think and evaluate a deal," said Mark Mitchell, TriTech's director.

For more information about the workshop or how to register for future workshops, visit the TriTech SBDC website at www.tritechsbdc.com or call Sean Snider at (951) 571-6480.

Computer Security Is Good Business

Story by Doug Dare, SBA Business Development Specialist

With all of the responsibilities that small business owners have to juggle on a daily basis, it is easy to overlook issues that a well-funded and fully staffed department or specialist would normally tackle. In addition to ensuring that their company is profitable and that their sales & marketing engine is driving business to keep the doors open, these entrepreneurs are expected to be competent in a short list of specialties to include human resources & labor policies, facilities maintenance, and information technology & security.

An upcoming [free workshop](#), co-sponsored by the [SBA](#), [SCORE](#), and the [National Institute of Standards and Technologies](#) (NIST) aims to address this last concern and provide free resources to help businesses ensure their personal data is secure.

Nowadays, more and more sensitive information is stored electronically. While this has resulted in increased efficiencies, the complexity of information systems and the severity of a possible loss have increased as well. Everything from client information & sales prospects, plans, employee records, and bank accounts can be accessed by a competent hacker. Can any business, let alone a small business, afford this? Most likely, the answer is no. Fortunately, these types of breaches can be prevented by following the procedures highlighted in this workshop.

Richard Kissel of the NIST will be presenting a workshop on Computer Security at the Mission Viejo Community Center on Friday, May 21, 2010 from 8:30am to 12:30pm. In this workshop, attendees will learn how to define information security and common best practices to protect data. Examples of common threats, an explanation of current technologies, and free resources will all be demonstrated as a part of his presentation.

Richard writes information security guidelines for Federal agencies and has worked in the information security profession for over 20 years. He is a nationally recognized expert in computer security and is a Senior Information Security Analyst for NIST in Gaithersburg, Maryland, and holds a B.S. and M.A. in Mathematics from Austin Peay State University. For the past 6 years he has conducted information security workshops for small business owner/operators across the country.

To pre-register for this event, please click [here](#). For more information you may contact SCORE directly at (714) 550-7369.

SBA At RES 2010

SBA Business Development Specialist Paul Smith participated in the 2010 Reservation Economic Summit & American Indian Business Trade Fair (RES 2010).

RES is the largest and longest running American Indian business conference in the nation and is presented by the National Center for American Indian Enterprise Development.

Paul participated in a variety of networking, training and matchmaking events throughout the summit. He also discussed international trade opportunities with other speakers during a panel on global trade. He outlined the breadth of SBA programs and services, including [SBA's loan guaranty programs designed specifically for exporters](#) and management and technical assistance through our [resource partners](#).

SBA Administrator Karen Mills gave a keynote speech at this year's RES event as well.



Clara Pratte, SBA's National Director of the Office of Native American Affairs



SBA's Paul Smith participating on a global trade panel

Lender Training Opportunity

The Santa Ana District Office staff prides itself on having good working relationships with our SBA lenders who are instrumental in providing financing options to small business owners throughout our district.

In our continuing efforts to provide as many training opportunities as possible to our lending partners, our office has arranged to have a customer service representative from Colson Financial Services, SBA's Fiscal Transfer Agent, provide an important training session on SBA Form 1502 Reporting Requirements.

SADO will continue to serve our lending stakeholders and the public by facilitating the flow of credit to our small business owners. This training opportunity is one such example.

Contact Stephen Leung at stephen.leung@sba.gov or 714.560.7450 for more information.